

Smart Media Group - Alexandria
814 King St
Alexandria VA 22314

Pat McCrory /R/ Governor/ NC
Submission Number 400 Issue 5



WSPA-TV

250 International Dr.
Spartanburg SC 29303-6698
(864) 576-7777 FAX (864) 587-4480

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Client:	Pat McCrory /R/ Governor/ NC	Submission Cost:	13465	Campaign Ref:	E:120710067
Buyer:	NC	Client/Product/Estimate:	MCCRO /ORDR /C15C21	Sales Rep:	HRP Washington, DC
Schedule Dates:	10/15/12 to 10/21/12	Weeks:	1	Order Ref:	06217666
Est./PO Number:	06217666	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	McCrory 4 NC Gov	Booking Group:	WSPA	Key Market:	Greenville Spartanburg Asheville
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rates	Spot Type	10/15	Total	Cost
1	M-F 3p ET / 2p CT Let's Make A Deal ...F..	05	120	30 Comme	Nbr of Spots 1	1	120
2	M-F 4-5p Judge Judy ...F..	04	130	30 Comme	Nbr of Spots 1	1	130
3	M-F 8a CBS This Morning ...F..	05	50	30 Comme	Nbr of Spots 1	1	50
4	M-F 9a Dr Phil ...F..	05	100	30 Comme	Nbr of Spots 1	1	100
5	Fri 9p ET / 8p CT Made In Jersey ...F..	06		30 Comme	Nbr of Spots 1	1	125
6	M-F 1135p ET / 1035p CT Late Show M.....	06	125	30 Comme	Nbr of Spots 1	1	125
7	M-F 3p ET / 2p CT Let's Make A Deal M.....	05	120	30 Comme	Nbr of Spots 1	1	120
8	M-F 4-5p Judge Judy	04	130	30 Comme	Nbr of Spots 1	1	130
Weekly Totals: Total Spots(Ord Spots)					38	38	
Closed PR					6	6	

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250 International Dr.
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Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 13465	Campaign Ref: E:120710067
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C15C21	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/21/12	Weeks: 1	Order Ref: 06217666
Est./PO Number: 06217666	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
9	M-F 8a CBS This Morning M..... Comme	05	50	30 Nbr of Spots	1	1	50
10	M-F 9a Dr Phil M..... Comme	05	100	30 Nbr of Spots	1	1	100
11	Sat 10p ET / 9p CT 48 HoursS. Comme	06	500	30 Nbr of Spots	1	1	500
12	Sat 7p Access HollywoodS. Comme	05		30 Nbr of Spots			
13	Sat 8-9pS. Comme	06	250	30 Nbr of Spots	1	1	250
14	Sat 9-10pS. Comme	06	375	30 Nbr of Spots	1	1	375
15	Sun 1030a ET / 930a CT Face The NationS. Comme	05	275	30 Nbr of Spots	1	1	275
16	M-F 1135p ET / 1035p CT Late Show ...T... Comme	06	125	30 Nbr of Spots	1	1	125
17	M-F 3p ET / 2p CT Let's Make A Deal ...T.. Comme	05	120	30 Nbr of Spots	1	1	120
18	M-F 4-5p Judge Judy ...T.. Comme	04	130	30 Nbr of Spots	1	1	130
Weekly Totals: Total Spots(Ord Spots)					38	38	
Closed PR					6	6	

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WSPA-TV
250 International Dr.
Spartanburg SC 29303-6898
(864) 576-7777 FAX (864) 587-4480

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Client: Pat McCrory /R/ Governor/ NC	Submission Cost: 13465	Campaign Ref: E:120710067
Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C15C21	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/21/12	Weeks: 1	Order Ref: 06217666
Est./PO Number: 06217686	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
19	M-F 8a CBS This Morning T.....	05	50	30 Comme	Nbr of Spots	1	50
20	M-F 9a Dr Phil ..T...	05	100	30 Comme	Nbr of Spots	1	100
21	Tue 10p ET / 9p CT Vegas T.....	05		30 Comme	Nbr of Spots		
22	M-F 1135p ET / 1035p CT Late Show T.....	06	125	30 Comme	Nbr of Spots	1	125
23	M-F 11a ET / 10a CT Price Is Right T.....	04	140	30 Comme	Nbr of Spots	1	140
24	M-F 3p ET / 2p CT Let's Make A Deal T.....	05	120	30 Comme	Nbr of Spots	1	120
25	M-F 4-5p Judge Judy T.....	04	130	30 Comme	Nbr of Spots	1	130
26	M-F 8a CBS This Morning T.....	05	50	30 Comme	Nbr of Spots	1	50
27	Tue 8p ET / 7p CT NCIS T.....	04		30 Comme	Nbr of Spots		
28	M-F 9a Dr Phil T.....	05	100	30 Comme	Nbr of Spots	1	100
Weekly Totals:					Total Spots(Ord Spots)	38	38
Closed PR					6	6	

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Buyer: NC	Client/Product/Estimate: MCCRO /ORDR /C15C21	Sales Rep: HRP Washington, DC
Schedule Dates: 10/15/12 to 10/21/12	Weeks: 1	Order Ref: 06217666
Est./PO Number: 06217666	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
29	Tue 8p ET / 8p CT NCIS Los Angeles ..T....	05		30 Comme	Nbr of Spots		
30	Wed 10p ET / 9p CT CSI ..W....	06	1150	30 Comme	Nbr of Spots	1	1150
31	M-F 3p ET / 2p CT Let's Make A Deal ..W....	05	120	30 Comme	Nbr of Spots	1	120
32	M-F 4-5p Judge Judy ..W....	04	130	30 Comme	Nbr of Spots	1	130
33	M-F 8a CBS This Morning ..W....	05	50	30 Comme	Nbr of Spots	1	50
34	M-F 9a Dr Phil ..W....	05	100	30 Comme	Nbr of Spots	1	100
35	Sat 7p NewsS.	05	150	30 Comme	Nbr of Spots	1	150
36	Tue 8p ET / 7p CT NCIS ..T....	04		30 Comme	Nbr of Spots		
37	Wed 8p ET / 7p CT Survivor ..W....	04	1650	30 Comme	Nbr of Spots	1	1650
38	Tue 8p ET / 7p CT NCIS Los Angeles ..T....	04	1500	30 Comme	Nbr of Spots	1	1500
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Closed PR					6	6	

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Schedule Dates: 10/15/12 to 10/21/12	Weeks: 1	Order Ref: 06217666
Est./PO Number: 06217666	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	10/15	Total	Cost
39	Tue 8p ET / 7p CT NCIS Los Angeles Mkcd T.....	04	1500	30 Comme	Nbr of Spots	1	1500
40	Fri 9p ET / 8p CT CSI NY Mkcd ...F..	05	700	30 Comme	Nbr of Spots	1	700
41	Sat CBS NCAA FootballS.	03	2000	30 Comme	Nbr of Spots	1	2000
42	Sun 1p ET / 12p CT NFL On CBSS	04	800	30 Comme	Nbr of Spots	1	800
44	Sun 6a NewsS	06	50	30 Comme	Nbr of Spots	2	100

Weekly Totals: Total Spots(Ord Spots) 38 38
Closed PR 6 6

Pre-emption Summary

Ref	Sales Product	Spot Type	Pre-empt Date	Status	Pre-empt Value	Makegood Line(s) (Dates)	Makegood Ref	Campaign Ref
5	Fri 9p ET / 8p CT Made in Jersey	:30 Commercial	10/15/12	Closed Pre Emption	900.00	40 (10/19)	0000181394	
12	Sat 7p Access Hollywood	:30 Commercial	10/15/12	Closed Pre Emption	150.00	35 (10/20)	0000168849	
21	Tue 10p ET / 9p CT Vegas	:30 Commercial	10/15/12	Closed Pre Emption	1,200.00	37 (10/17), 39 (10/16)	0000178439	
27	Tue 8p ET / 7p CT NCIS	:30 Commercial	10/15/12	Closed Pre Emption	0.00	38 (10/16), 39 (10/16)	0000181218	E:120710067
29	Tue 9p ET / 8p CT NCIS Los Angeles	:30 Commercial	10/15/12	Closed Pre Emption	1,900.00	37 (10/17), 39 (10/16)	0000178439	
36	Tue 8p ET / 7p CT NCIS	:30 Commercial	10/15/12	Closed Pre Emption	0.00	38 (10/16), 39 (10/16)	0000181218	E:120710067

Grand Totals		Month 10 Weeks: 4	
Totals		10/15	
Spots	38		38
Cost	13,465		13,465

Grand Totals:		Spots:	38
		Gross Total:	13,465.00
		Commission:	2,019.75
		Net Total:	11,445.25